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ECHOES FROM THE FIELD

Joe R. Chapel

The 13th annual meeting of the College Reading Association was held March 19-21, 1970, at the Marriott Motor Hotel on the outskirts of Philadelphia, Pennsylvania. The theme of this year's conference was "Reading—Relevancy to Today's World."

Features of this year's meeting were informal sessions with leading reading personalities on topics of college reading teacher education, classroom problems, reading specialists, and professional interests. There were seminars, question-and-answer sessions, symposiums, and talk sessions. There were representatives from all across the nation.

The College Reading Association is a national organization intended to promote professional standards of competency and ethical practice among reading personnel; to improve administration, diagnosis, and teaching procedures in reading; and to stimulate and promote reading research at all levels.

The College Reading Association was initiated by a group of college teachers who met in 1958 to discuss the feasibility of organizing a professional group for those concerned with the teaching and administration of college reading programs. Out of this discussion grew the first conference, held at LaSalle College; participants from Pennsylvania, Maryland, Delaware, and New Jersey attended. The following year a formal constitution was drawn, and officers were elected at the second Annual Meeting. The first annual volume of conference proceedings was published in 1961. A newsletter begun that same year became a quarterly magazine in 1962, *The Journal of the Reading Specialist*. In 1963 the College Reading Association was incorporated as a nonprofit professional organization. Today membership extends across the continent.